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ABSTRACT

This publication describes effective methods and techniques used in fund raising. Among the successful techniques mentioned are urgent requests for public support, an emphasis on public awareness, and a clear understanding by the community of the problem to be solved. General types of methods listed include all-star football and basketball games; walk-a-thons or bike-a-thons; parent, civic, and service group sales drives; sales of items made by handicapped persons; and the collection of trading stamps for obtaining supplies and equipment. Also, general principles, approaches, and ideas are described that help the reader choose which method is best suited to his own community. (JB)

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Sponsored by American Association for Health, Physical Education, and Recreation

A Project of U. S. Department of Health, Education, and Welfare
Office of Education, Bureau of Education for the Handicapped

ED 080523

Guide for Financial Assistance and Program Support

INNOVATION AND SUCCESS STORIES

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Guide for Financial Assistance and Program Support for Activities in Physical Education and Recreation for Impaired, Disabled, and Handicapped Participants

May 1973

INFORMATION AND RESEARCH UTILIZATION CENTER
IN PHYSICAL EDUCATION AND RECREATION FOR THE HANDICAPPED

Sponsored by American Association for Health, Physical Education, and Recreation
1201 Sixteenth Street, N.W.
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- Federal Programs
- Foundation Programs

Information about the availability of these two guides can be obtained at this source--or directly from the Information and Research Utilization Center in Physical Education and Recreation for the Handicapped.

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FOREWORD

Program support for impaired, disabled, and handicapped persons is available from many different sources. Although funds, facilities, equipment, supplies, and manpower for sports, athletics, physical education, recreation, camping, outdoor education, and other related areas often come from federal and/or state agencies and foundations, local groups, organizations, and agencies frequently provide supplementary support and assistance in many communities. Community resources must be recognized and support actively solicited for programs, facilities, and specific activities. Success stories, promising practices, and innovative techniques from specific communities may provide helpful hints for persons in other localities where similar -- or even quite different -- support needs and problems exist. Therefore, it is important to have a compilation of existing programs and functional activities. This Guide is designed to acquaint the reader with existing programs and to stimulate and challenge him to creative action in his own community.

Many organizations and agencies prefer to assist local rather than national, regional, or even state causes. They prefer to support programs which appeal to the local population; these activities can be repeated several years and become regular sources of support. Difficulties begin for fund-raisers when a cause or program is neither emergency nor readily understood. Lack of these two primary ingredients reduces the element of drama and consequently necessitates more aggressive fund-raising techniques. On the other hand, the paramount prerequisite of a successful appeal is public awareness and understanding of the problem, its nature, extent, and manner in which it can be attacked and reduced if not entirely solved. Successful drives have been built upon special needs communicated to groups, agencies, and individuals to assist with funds, facilities, equipment, supplies, or manpower. Increasingly, organizations want to remain involved and are not satisfied simply to contribute funds. The desire to become involved in total operations and functions has benefitted many programs with additional multi-dimensional services. With this type of community involvement, programs and activities become more permanent, accepted, secure, and gain potential to grow and expand.

Included in this Guide is a compilation of various methods which associations, communities, clubs, and individuals have used to obtain support for their programs. These methods are presented as representative samples of what can and has been done. Some approaches and procedures can be applied directly in other communities; others can be adapted or modified for use in another locality or activity. All principles, rationale, and ideas can generally be applied and used to stimulate the imagination of every reader. It is to this latter, broader purpose that this Guide should have its greatest impact. *Be innovative, original, creative, and resourceful as you conjure up, scrounge, and obtain support* for programs and activities in your community in behalf of all impaired, disabled, and handicapped participants.

INTRODUCTION

A variety of innovative techniques, projects, and activities has been found successful for raising funds; obtaining support for programs, facilities, equipment, and supplies; and gaining manpower for programs and activities involving impaired, disabled, and handicapped persons. Some general types of approaches that have been used successfully -- and reported in more detail in the following pages -- include:

- All-star football and basketball games are held to assist programs and activities in single or adjoining states, specific localities, special schools, or residential facilities. Various groups, including specially formed foundations, civic and service groups, newspapers, television channels, radio stations, parent groups, county or state organizations, fraternities, and lodges sponsor, organize, and carry-out effective fund raising games. Successful programs of this type have been held in Delaware, Tennessee, Pennsylvania, Texas, Oklahoma, Kentucky, Indiana, New Hampshire, Vermont, and Maryland. In Colorado, rodeos have replaced football and basketball as fund-raising activities.

- Restaurant Owners Associations sponsor special fund-raising activities by contributing a given amount -- for example, one to five cents -- from every cup of coffee, doughnut, or other specified product sold during a given day, week or month; these activities can be city, county, or state-wide. One fast food establishment has furnished refreshments for sporting events and in some states and localities has given proceeds to the local Easter Seal Society for Crippled Children and Adults. A special certificate provides a hamburger, french fries, and beverage for sixty cents; twenty-five cents is contributed to the Society.

- Walk-for-Mankind, Hike-Bikes and various types of walk-a-thons, bike-a-thons, and marathons have collected large amounts for specific programs, projects, and activities.

- Parent, civic, and service groups conduct many types of sales, drives, and fund-raising activities for camps, equipment, supplies, and other specific needs.

- Sales of items produced by impaired, disabled, and handicapped persons have been effectively used in many sectors of the country. Products include pictures, paintings, and arts and crafts items along with pottery, leathercraft, jewelry, and ceramics.

- Lumber companies sponsor brick sales where an additional amount -- one or two cents -- is added to the price of each brick; proceeds support programs and activities for special populations.

- Various types of trading stamps have been collected and used to obtain materials and major pieces of equipment. Seaside Regional Center (Waterford, Connecticut) acquired two busses, complete with hydraulic lifts, through a coordinated center -- community Green Stamp campaign.

No one way guarantees success for every community, facility, school, club, or group, regardless of similarities in needs -- there is no panacea; Utopia and Shangri-la do not exist! Success stories that follow reflect organized efforts to meet specific needs through approaches germane to that community. These reports are intended to generate and promote creative responses, reactions, and action on the part of each reader. Raison d'etre is to obtain funds, facilities, equipment, supplies, or manpower in behalf of impaired, disabled, and handicapped persons served. Opportunities can then be expanded so they can explore, grow, and progress through appropriate and challenging experiences in physical education, recreation, camping, outdoor education, sports, athletics, and other related programs.

Note: Each reader is requested to send information and materials about success stories, promising practices, and exciting and productive ways in which program support has been obtained so they can be added to this compilation and shared with others in the field. Send information and materials to: Director, Information and Research Utilization Center in Physical Education and Recreation for the Handicapped, c/o AAHPER Unit on Programs for the Handicapped, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

GENERAL CONSIDERATIONS AND FACTORS

Communities, agencies, or individuals initiating or expanding physical activity or recreation programs for impaired, disabled, and handicapped persons need to investigate and consider many diverse factors:

1. All community resources must be mobilized to conduct successful recreation programs and/or physical education activities for persons with various handicapping conditions. Although specific ways and means of financing programs vary in each community, joint sponsorship among organizations, associations, clubs, and agencies within the community is becoming more common and appears to be extremely practical.

2. Recreational services for special populations usually cost more than programs for nonhandicapped persons. Some factors that contribute to higher costs of programs, particularly for severely, profoundly, and multiply handicapped persons, are: a higher ratio of trained personnel to participants; special transportation requirements; special or adapted buildings and facilities including ramps or rails to accommodate persons in wheelchairs, on braces, in beds or on crutches; special equipment and furniture; and adapted games and modified sports supplies.

3. No single agency or group has been universally recognized as primarily responsible for financing recreational and physical activity programs for special populations. At present most public recreation agencies, with their basic philosophy of recreation for all have primary responsibility for these groups. An increasing number of public recreation departments are revising policies concerning programing for impaired, disabled, and handicapped persons to stipulate:

   - Educational programs must be directed toward developing community awareness of the problem.
   - Parents must be educated to new horizons available through recreational programs and physical activities.
   - All community resources related to and concerned with special populations must be mobilized.
   - Each agency, the public, and personnel concerned with individuals and groups with handicapping conditions must be willing to accept a heavier load.
   - Transportation problems must be solved.

4. Ways in which public recreation agencies can incorporate functional programs for special groups include provisions for:

   . Qualified staff to conduct recreational programs and activities.

   . Sufficient funds in operating budgets for recreational programs and activities contracted from public and/or private recreation agencies qualified to furnish such services.

5. Support is available from certain programs administered by various divisions, bureaus, and departments at the state level. Within every state department of education personnel are charged with the responsibility of administering specific federal and/or state programs. Specialists at the state level, as well as those at the regional level, should be contacted for assistance in developing proposals and obtaining information about procedures for submitting them through their offices.

6. Different private foundations and service organizations are potential sources for financial assistance and program support. For example, Civitan Clubs and Jaycees have taken mental retardation as national projects. Local affiliates of these organizations participate actively in a variety of programs for mentally retarded and handicapped persons by providing financial assistance, resources of all types, and manpower. Other service and civic groups assist in varied programs for mentally retarded participants at the community level although their national associations are committed officially to assist in other specifically designated areas. Lions, Kiwanis, Rotary, Optimist, and other service oriented groups should not be overlooked as potential sources of assistance; these groups are especially adept at organizing and conducting unique, appealing, and successful fund raising activities.

7. Some communities and residential facilities have obtained major pieces of equipment through redeeming S & H Green, TV Yellow, or other types of trading stamps.

8. Sale of special products or specific items obtained from commercial fund raising companies and/or through special activities of general corporations can enable groups to obtain additional financial support for programs and activities. A listing of Fund Raising Organizations can be found in the yellow pages of most telephone directories. Carnivals, fairs, and related activities have been used successfully by many groups in all parts of the country.

The Student Action Group consisting of second-year students at Scranton Preparatory School and Marywood Seminary, has been active in providing services for residents of Keystone Training and Rehabilitation Center, (Scranton, Pennsylvania). These teenagers spared no time and trouble in arranging a formal prom for residents of the Center for whom the affair was a great experience -- decorations, formal attire, refreshments, rock n' roll, the works gave them something they otherwise would not have enjoyed. The Student Action Group has taken youngsters to movies and for walks and during Easter organized an egg hunt for residents.

* * *

2 Children in the Hurst-Euless-Bedford (Texas) special education classes have discovered thrills during past months in which almost all children delight -- the joy that comes from speeding along on roller skates. Weekly skating lessons are held at a local rink; bowling is included twice weekly. Classroom teachers go right along with their students, who are joined by physical education instructors for the special programs. The skating rink provides three instructors to assist with lessons and admits children at a special reduced price. Lessons have been sponsored by such local organizations as the Lions Club and American Legion which help pay the cost. A local high school student council sponsored a skating party and donated proceeds to help finance the skating program.

* * *

3 Eleven Iowa State University (Ames) students in a senior seminar developed a special playground at Woodward State Hospital-School. The idea for the service project germinated in a seminar conducted by the Women's Physical Education Department. Each student submitted four drawings, from which ideas for 13 pieces of playground equipment were chosen. Plans were turned over to the Industrial Education Club, which drafted blueprints for assembling equipment. Much of the necessary material for the project was supplied by the Industrial Education Club and Woodward State Hospital. Built and installed on the playground are a scaling wall, clown barrel toss, stepping ladders, training steps, tin can slide, rope climbing apparatus, cargo net, walking beams, turning barrel, balance board, relay tires, sinking tires, and a culvert crawl. Each item was designed to aid in developing certain physical abilities -- i.e., balance, eye-hand coordination, agility, strength. In-service programs have acquainted Woodward staff with purposes and methods of using various pieces of equipment.

* * *

4 Since May 1966, classes of mentally retarded children from New York City public schools have used facilities of the Boys' Club at Tompkins Square. At the groups' disposal have been the gymnasium, game rooms, lounges, library, meeting rooms, auditorium, and arts and crafts studios. From the outset, the Boys' Club staff volunteered their time and skills to help acquaint teachers with the physical environment and to orient them to various program possibilities which could be conducted there. Seventeen classes with approximately 250 children and their teachers use the Club four days a week,

during school hours. Additional services offered by the Boys' Club include examination and x-raying of children in the Club's dental clinic and use of the swimming pool. As a result of the program, the Boys' Club at Tompkins Square was one of ten organizations from among hundreds of Boys' Clubs honored for program excellence during 1967 by the National Director of Boys' Clubs. Additional information can be obtained by writing to Manhattan Affiliation of Retardation Services, 119-121 Suffolk Street, New York, New York 10002.

* * *

5 The Rocky Mountain Ski Instructors Association (Colorado) introduced ski instruction for mentally retarded and physically handicapped persons throughout the Rocky Mountain area. Ski instruction at the slopes is free; requests may be made to proprietors for free lift tickets. For additional information, contact Specialist-Consultant, Project Breakthrough, Boulder Valley School District, Rte. 2, P.O. Box 186, Boulder, Colorado.

* * *

6 The first National Mail-A-Graphic Bowling Tournament for the Mentally Retarded was an unqualified success as an initial venture for a project of this type. Educable and trainable mentally retarded participants from 41 states, the District of Columbia, and from five American Overseas Dependent Schools in Germany took part; 4,918 individuals participated in the tournament.

Orient State Institute (Orient, Ohio) won the organization participation award with 310 entrants; Elwyn Institute (Media, Pennsylvania) was second with 196, and Brainerd State Hospital (Minnesota) third with 112.

The high caliber of results (male -- 550 high set, 221 high game; female -- 446 high set, 185 high game) shows what retarded persons can do when they are given the opportunity. When people do care -- when they stress ability rather than disability and are willing to help -- mentally retarded individuals can achieve and progress. More retarded persons need to take part in vigorous physical activities and wholesome recreational pursuits. It was with this end in mind that AAHPER's Project on Recreation and Fitness for the Mentally Retarded and the Bowling Proprietors Association of America joined forces to sponsor the Mail-A-Graphic Bowling Tournament. The tournament was not the end -- it had to be a beginning. Persons responsible for physical education and recreation programs for retarded individuals and groups must include more activities of this type for those within their schools and communities. Parents must be encouraged to do likewise and to take their retarded youngsters bowling more often. Those responsible for administering facilities must be encouraged to provide time and space for retarded participants in regular as well as special groups and leagues.

* * *

7 In less than two days' time, the Kiwanis Club of Georgetown (Washington, D.C.) and a host of volunteers installed a 17' x 34' above-ground aluminum swimming pool at its day camp facility near Poolesville, Maryland. Sylvan Pools (Doylestown, Pennsylvania) donated the pool and services of supervisory

personnel to assist Kiwanians with installation. Men, women, boys, and girls shoveled tons of sand as a base for the pool, hauled aluminum decking and fencing, and manned rivet guns, rubber hammers, and ratchet wrenches. Members of the County Fire Department spent their off-duty time spreading hoses and pumping 15,000 gallons of water into the pool. By the afternoon of the second workday, volunteers were able to take an inaugural dip -- the pool was ready to welcome 50 mentally retarded campers the next day!

* * *

8 The Dallas (Texas) Association for Retarded Children received a grant of $25,000 from the State Mental Health and Mental Retardation Planning Commission, to provide a countywide recreation program for mentally retarded participants. Additional information about the project, which has been operative since September 1, 1968, can be obtained from Executive Director, Dallas Association for Retarded Children, 3121 North Harwood, Dallas, Texas 75201.

* * *

9 Dan Jamison went on the air at WEER AM/FM radio (Warrenton, Virginia) at 6:00 a.m. Monday, August 23, 1971. He broadcast continuously -- 24 hours per day -- until 10:00 a.m. Friday, September 3, setting a new world's record of 268-hours -- 11 days, 4 hours -- of continuous broadcasting (the old record was 267 hours). During the marathon $13,500 was raised for the Fauquier County Association for Retarded Children to be used to upgrade and enrich programs and opportunities for retarded persons throughout the county. Additional day care opportunities, expanded camping and recreation offerings, and broader programs in the operation of the FCARC resulted from this bonanza. Donations came from many sources -- outright contributions from listeners, solicitations from persons in their own neighborhoods, and goods and materials donated by merchants to be auctioned over the air.

* * *

10 Parents of older mentally retarded persons in Lowell, Massachusetts, opened a Drop-In-Center some six years ago for the in-between adult retarded -- not the one who is instutionalized nor the one who is capable of making it in the everday working world, but the one who stares constantly at the four walls of his home and who must be content with only the company of his parents and siblings. <u>All funds needed to finance this program were solicited by parents from business, civic, and individual sources -- funds have neither been sought nor received from city, state, or federal governments</u>. The Center has two pool tables, three ping pong tables, an arts and crafts area, a dance area, and a snack shack with booths and bar. Speech and drama classes, hair care sessions, and other activities are aimed at having the retarded adult take his place in society. Retarded persons also participate in bowling, swimming, physical fitness programs, dancing, special olympics, roller skating, trips, and a special banquet awards night. The Center is staffed by parents and friends of the retarded. The older retarded individual need no longer sit at home -- he has a place to go, a home away from home, a place where he can enjoy the company of his peers; he is able to relax with knowledge that there are adult volunteers always

at hand to give him help if he needs it, or privacy if he desires it. He is not bogged down by any set routine or schedule. The Center is truly what its name implies -- a Drop-In Center where retarded adults know they are always welcome. At present the age range of participants is from 15 to 50.

* * *

A Mobile Service to bring recreation specialists into the homes of severely retarded persons was initiated in late November 1970 by the Recreation Center for the Handicapped (San Francisco). The program, financed by a grant from the San Francisco Foundation, serves 159 physically handicapped and mentally retarded children and adults who are too severely impaired to take part in programs conducted at the Center's facilities. The Foundation's grant supported the in-home service program for two years, after which the Center financed it through its regular budget. 11

Extension of services by means of the mobile program was stimulated by the Center's growing waiting list of severly retarded and handicapped individuals in all age brackets who needed assistance in improving their physical, social, emotional, and self-help skills but had no access to facilities outside their homes. The program is not limited to children and young adults. Adults, particularly the elderly, are in special need of this kind of help to overcome isolation that results from being homebound for long periods of time. Many of those served by the mobile program are severly handicapped or retarded teenagers and adults who have returned from state institutions to foster care homes in the community.

A major expenditure in establishing the new program was purchase of a special bus used by the project staff to carry equipment and supplies to the home. The range of activities in the homebound program includes table games, sewing, arts and crafts, music and drama, and physical exercise. The new bus transports those who can be taken out for brief periods of outdoor activity and contacts other homebound individuals.

Staff for the project consists of a director, who is a regular member of the Center staff, an assistant director, and three graduate students from San Francisco State College who are serving in the program as part of their field work in therapeutic recreation.

* * *

A plan to make use of mentally retarded persons as employees at a vacation spot became a reality in the summer of 1971. Dan Torisky, of Pennsylvania, worked out details of using a state or national park, building tourist cabins and motels, surrounding the area with recreational facilities for swimming, fishing, and golfing -- and then manning the vacation village with a staff of maintenance people who are mentally retarded or physically handicapped. Such personnel, following training, mow the grass, change bed linens, work on the greens, and serve in restaurants. They live in their own motel units apart from the tourist complex and, as with any job, pick up a paycheck for their work. The plan includes a supervisory staff to evaluate work performance and to oversee year-round educational and occupational programs for employees. 12

Thus people who need not be institutionalized move out into the world. At the same time, the plan builds tourist revenues; motels are franchised under a profit-sharing arrangement with the state and help to fund mental health programs after the construction investment is amortized. Since workers are paid, they in turn help pay for their own special care and build on social security benefits for themselves as well. Otocsin State Park has been provided by Pennsylvania's Department of Forests and Waters for this project. For further information, write Lando Inc., 725 Liberty Ave., Pittsburgh, Pennsylvania 15222.

* * *

Picture a young boy, afflicted with muscular dystrophy, walking and playing with his friends. He goes home for summer vacation and, through inactivity and progressive disease, returns to school confined to a wheelchair. Regression of function in the handicapped child over a long summer vacation is a well-known phenomenon. Nearly all classroom teachers plan for a certain amount of review in September, even for so called normal children -- physical regression for a mentally or physically handicapped child is even more pronounced. These children have often regressed markedly and may not regain June ability levels until October or November, if at all. This significant time loss in all areas is of great concern to professionals and parents. The question of what a school district can do to alleviate this problem within a nine-month school year was posed at the April 1971 meeting of the Society for Exceptional Children, a parent-teacher group at Lake Washington Special Education Center, Kirkland, Washington. A parent, new to the school, asked for a solution to combat regression she feared for her physically handicapped pre-schooler. Discussion continued until an idea was born -- a summer therapy day camp program planned to meet the needs of the child for therapy as well as for fun and recreation. Need for the program was quickly demonstrated by the overwhelming response from parents in the district and in neighboring communities. Enrollment far exceeded the anticipated and planned for sixteen participants. 13

There was a serious problem of financing. With the late start of the program, all possibility of federal, state, or local school district funding was gone so assistance was sought in the community. Again response was excellent and beyond expectations. The Lake Washington School District provided facilities and the Society for Exceptional Children obtained supplies. Largest donations came from the Muscular Dystrophy Association of Washington and the Overlake Service League of Bellevue. The Elks Lodges of Renton and Bellevue-Kirkland were generous contributors as were the March of Dimes and the Kirkland Eagles Lodge. Individual parents provided funds, materials, food, and their own transportation.

The program had a three-part goal: to provide therapy, swimming, and recreation in an atmosphere of summer camp fun for physically handicapped youngsters. Special consideration was given children who backslide most without continuous care, in particular young cerebral palsied or muscular dystrophied youngsters.

Each child's program was individually designed under doctor's referral.

Although individualized prescribed therapy was provided for all, informal therapeutic procedures were carried out in all phases of the program. Standing tables went out on the playground; breathing activities were carried on in the pool; children played, positioned over bolsters, in the sandbox. Youngsters were given the privilege of cooking their own hot dogs, marshmallows, and corn. They also enjoyed sitting quietly around a campfire.

Each day began with a group-sing; songs with action were special favorites. There were quiet games and crafts in addition to vigorous play.

Some of the most memorable moments involved animal visitors who gave the children an opportunity for new multisensory experiences -- the warmth of a goat, the softness of a bunny, the scent of a horse, the sound of a duck, and the velvety touch of a pony's nose. What a thrill for a child who cannot walk to ride on the back of a horse! Some children were frightened at first by these simple experiences that other children take for granted, but their fears were overcome by careful and gentle exposure.

Staff consisted of an occupational therapist, a physical therapist, a swim instructor, and a recreation leader from current and former staff of the Lake Washington Special Education Center. Volunteers and youth corps workers provided extra help.

At the end of six weeks, final evaluations revealed that each child had maintained his functional levels. Of special note were measurable gains of four muscular dystrophy children in vital capacity. This was partially attributed to lots of yelling, swimming, and singing. Increases of function were noted in several cerebral palsied children -- one diplegic became an independent walker.

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A colorful nine hole miniature golf course was built by Jaycees of Laurel, Mississippi, for residents of Ellisville State School. In addition to this course which represents 500 hours of Jaycee work, frustration, and success over a two year period, the Jaycees spearheaded a very successful state-wide Adopt-A-Friend project. Since the program was initiated in 1971, some 400 Ellisville residents have been adopted. 14

Philip Bankston, a serious, blond youngster not yet 11, spent his vacation months serving residents of Ellisville, Mississippi's State School. Rather than report to a playground or swimming pool, Ellisville's youngest volunteer worked with younger residents, played with children needing exercise under the watchful eye of staff members from the Corrective Therapy Department, pushed carts and wheelchairs, and carried trays. He even went along on a weekend camping trip and fit well into the schedule of play and recreation for 82 residents taken on the outing. Philip's outstanding unselfishness and loyalty make it obvious that compassion and a willingness to serve are born with some humans.

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15 The Ohio Athletic Association for the Mentally Handicapped held its second annual workshop at Camp Cheerful (Strongsville, Ohio) in September 1972. Representatives from virtually every county and residential facility in the state participated in the three-day program that emphasized active participation in a full range of physical education and recreational activities by all individuals with handicapping conditions. An integral part of the project is the varsity level program in activities such as basketball, track and field, swimming, bowling, and floor hockey. Additional information about the program, its growth and development over the last 15 years, rules and regulations, activities, leadership, and operations can be obtained from Commissioner, c/o Department of Mental Health and Corrections, 65 South Front Street, Columbus, Ohio.

* * *

16 Home of Hope (Vinta, Oklahoma) is a residential center for mentally retarded adults 18 years of age and over, combines the best qualities of a home, school, and recreation center; it is also classified as an intermediate care facility. This center had its beginning in the spring of 1968 through a community effort stimulated by parents and professional leaders aware of the continuing need of the over-eighteen mentally retarded adult. This led to purchase of a home to provide an attractive facility with an atmosphere conducive to family living, learning, and recreation. Financing for remodeling and equipping the home was secured through a nonprofit corporation and through donations and loans from individuals, clubs, and businesses; repayment is to be made after a 15-year period. Month-to-month financing is accomplished through payment of monthly fees made by parents or through Medicaid. Other income is derived through grants and gifts of money and equipment. Original enrollment was eight residents; ten months later the home was filled to capacity of 35. Changes in room arrangements increased enrollment to 48 and provided a waiting list of about 20 others. Those who reside at the home have mental ages of 2 through 9 years and chronological ages between 18 and 39. A workshop and recreation center made it possible to increase population to about 56. Hope provides a full schedule of activities that includes bowling, swimming, shopping, movies, and athletics as well as weekly church attendance. The Home sponsors Hi Hopes, a popular choral group that entertains throughout Vita and the state area, emphasizing the mentally retarded person's ability to contribute and be a part of the community. All residents are recipients of an individually designed and scheduled program planned to benefit the older mentally retarded person. Job assignments in housekeeping, dietary, and manintenance provide tasks as simple as dusting to the more complex ones of operating the commercial dishwasher or conveyor floor buffer. Class activities range from personal development, letter writing, or current events, to arts and crafts, sewing, simple woodworking, and weaving. Music and recreation are daily activities given emphasis and importance in the work activity schedule. A volunteer auxiliary operates a Thrift Shop for the Home as well as donating hours of service and companionship. A 60-passenger bus is a community contribution that enhances day-to-day living for all residents. Maintenance of this atmosphere and continued search for self-discovery through acquired skills, social abilities, and community relationships will remain the goal and purpose of Home of Hope. Additional information can be obtained from

Administrator, Home of Hope, P.O. Box 200, Vinta, Oklahoma 74301.

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The Northampton School Department (Massachusetts) conducts a six-week summer program consisting of classroom work, physical education activities, field trips, and various recreational activities for retarded children. Main feature of the program since its start has been swimming instruction; local country club donates its pool for one hour, three days a week. Each child swims twice a week and receives both group and individual instruction with progressions adapted to his particular needs. A physical educator, one classroom teacher, an aide, and two lifeguards from the club serve as instructors for ten to fifteen youngsters in each swimming group: beginners, learners, shallow water swimmers, and deep water swimmers. After a few weeks and once beginners overcome their fear of water, a feeling of success is experienced by all participants. Culminating event for the program has been a swim meet and family picnic. The meet is designed to provide a wholesome competitive program to allow boys and girls to use their newly acquired skills. Events are grouped according to the four ability levels. Success of the meet has shown on the faces of participants and has been reflected in rounds of applause and congratulatory remarks of all competitors as winners are announced. Further information about the program can be obtained by contacting Physical Education Teacher, Northampton School Department, Northampton, Massachusetts 01060. 17

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In communities throughout North Carolina, Jaycees work with and for mentally retarded groups by sponsoring special education classes, entertaining, establishing job placement services, setting up sports programs, and selling products made by retarded persons. This statewide program involves 10,000 North Carolina Jaycees in 216 communities. During November 1967, North Carolina Jaycees conducted the first statewide Mental Health and Mental Retardation Seminar ever held in the state. Outstanding leaders in the field explained to the group what they could and should do to put into operation in their communities the many programs designed to help mentally retarded participants. 18

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The first annual Fitzhugh W. Boggs Awards by the National Association for Retarded Children were given to a local ARC unit which utilized community resources most effectively in developing recreational activities for mentally retarded persons, and to a local non-ARC organization that made outstanding contributions in this area. Award winner in the former category was the Bergen-Passaic Unit of the New Jersey Association for Retarded Children, and in the latter, the Eastern Nebraska Community Office of Retardation, Omaha, Nebraska. Selection of recipients was based to the extent on which units and organizations (1) influence attitudes and thinking of the general public regarding recreation for mentally retarded persons; (2) coordinate and utilize community resources for promoting or establishing programs; (3) extend and forster variety in recreational programing; and (4) involve community leaders in planning and developing recreation programs. 19

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Yerba Santa Campgrounds, a 212 acre camp specifically designed for youngsters with various handicapping conditions, opened August 1, 1972, in the Laguna Mountains of San Diego. The new facility blends in with four regular campgrounds in the Mt. Laguna recreation area of the Cleveland Forest. The campsite design was planned so young children can participate in group camping with only limited assistance from relatives or friends. Specially designed wheelways, benches, tent pads, trash cans, tables, lights, water fountains, and toilets make the camp pleasant and accessible for impaired, disabled, and handicapped youngsters while maintaining a natural effect. 20

Between the fall of 1971 and the camp's opening, civic organizations raised $18,000, volunteers provided hundreds of hours of labor, and tons of building materials were donated to make Yerba Santa a reality. Among community organizations that volunteered help were Alpha Phi Omega fraternity at California State University at San Diego, Del Cerro Jr. Women's Club, Kearney Mesa Rotary Club; Navy Seabees contributed three weekends of heavy construction work; Project Concern contributed funds; U.S. Forestry personnel contributed a number of man hours; hundreds of individuals helped on the project from time to time.

* * *

United Cerebral Palsy Association (UCPA) Campaign Department reported a one million dollar increase in revenue from telethons, bringing the 1972 total to $4,644,449; this represents the second one million dollar increase in a two year period. Popularity of telethons continue to increase as momentum extends into 1973 with more than 25 telethons already scheduled during the year. 21

UCPA groups also sponsor walkathons. A walkathon, open to all young people under 80, recruits from a wide range of community groups - junior and senior high schools, post offices, scout troups, parent associations, business and industrial companies, local military bases, service and civic groups. Each participant solicits sponsors who pledge a certain amount of money for each mile walked; mileage of walkers is recorded at checkpoints along the course.

Goal for the First Annual Walkathon in New London, Connecticut was $10,000 an amount that was considered realistic in the situation and under the circumstances. However, according to the UCPA affiliate president, final tabulation of pledges showed $23,750 had been raised during the fun-filled endeavor. Broad community support and well-prepared organization combined to make this first walkathon successful and spirited. By walking for UCPA, marchers and sponsors raised the substantial sum to support the affilitate's new speech and hearing program for young handicapped children.

* * *

General Mills allowed 18 months for collecting necessary coupons for a project at Lakeland Village, Medical Lake, Washington to purchase a 15-passenger mini-bus. The project, sponsored by a local Lodge, in co-operation with a parent group, and approved by General Mills, involved collecting Betty Crocker coupons from different products produced by General Mills. 22

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National Association for Retarded Children sponsors annual sale of Christmas cards and calendars. In 1971 NARC sales increased 55 percent over the previous year as total sales reached nearly a quarter-of-a-million dollars through sale of 44,000 calendars and over two million Christmas cards illustrated with drawings by retarded children. NARC sponsors a Christmas Card Design Contest each year to obtain new art work for calendars and Christmas cards. Any retarded person in a community day care program, special education class, or institution may enter the contest through his local ARC. Local ARC units submit entries to their state office; the state association appoints a special committee to judge and select three winning drawings. Winning designs of each state competition are sent to the National ARC where winners are selected and given prizes of United States Saving Bonds of $100, $50, and $25 for first, second, and third places. 23

* * *

Consolidation is an avenue for developing year-round recreation programs for impaired, disabled, and handicapped persons. Seven community park districts formed Northern Suburban Special Recreation Association (NSSRA) in the Northshore area of Chicago, Illinois, and developed a plan to include participants with any handicapping condition. By consolidating finances and facilities suburban communities with few handicapped children can provide comprehensive recreation programs to enhance each child's social adjustment. NSSRA is governed by Articles of Agreement in which each district officially pledges support for the program with a tax base of .003 percent of their assessed valuation. 24

Each district is responsible for a specific program activity such as swimming, skating, crafts, or day camping to provide participants with opportunities as close to home as possible. Formation of NSSRA represents a socially responsible and administratively sound effort to provide recreation services for children with greatest need for organized activities, but, have had fewest opportunities, under typical circumstances. While none of the seven recreation departments could afford to finance or implement recreation programs of the type needed, acting as a cooperative, great potential exists.

NSSRA's intercommunity program concept had to receive legal sanction to combine district funds. Illinois State Legislature passed Senate Bills to amend park district and municipality codes to permit districts to join together to provide recreation programs for handicapped children. Prior to passage of this legislation, districts could not form an association of the kind which now exists.

Copies of Articles of Agreement governing the Cooperative Recreation Association can be obtained from the Northern Suburban Special Recreation Association, 760 Red Oak Lane, Highland Park, Illinois 60035.

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Using existing facilities of La Lomita, a long abandoned mission, Hidalgo County Mental Health/Mental Retardation Center engaged in a renovation process with a $179,242 Developmental Disabilities grant from the Texas Department of Mental Health and Mental Retardation. The renovating project involved building bunk-

houses for 100 persons, a community house, and three acres of greenhouses. The mission itself is to be used for training rooms a diagnostic clinic, and recreation area.

Tomatoes are the chief greenhouse product while 22 acres of open land are used to grow speciality items. La Lomita expects to be a self-supporting facility through the agricultural program. Initially La Lomita has been aimed at handicapped adult males with plans in three major areas -- (1) long-term sheltered employment and sheltered living for adult handicapped individuals; (2) residential camping for handicapped persons; and (3) short-term 30 day custodial care. A fifty year low cost lease for use of the old mission has been signed with the Provincial Council of the Missionary Oblates of Mary Immaculate since, "The Oblate Fathers wanted La Lomita to continue to function as a focal point of providing programs and services for people with specific problems."

For additional information contact Director, Mental Retardation Division, Hidalgo County MH/MR Center, P.O. Drawer 1108, Edinburg, Texas 78539.

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Virginia Jaycees initiated and instituted a year-round recreation program in the Roanoke, Virginia area for persons with various mental and physical handicapping conditions. The project originated as a campaign for Jaycees to become aware of needs of retarded children and to become actively involved in meeting some of these needs. Through the program, adopt-a-retarded child, it was discovered that the only program in the area available for retarded children was a six week summer camp. Recognizing that these children need recreation too, Jaycees approached the Director of Recreation in Roanoke for use of a center to provide a recreation program for persons with mental and physical handicapping conditions. The new program became successful only after Jaycees secured transportation for participants by renting city transportation to pick up and return children. From a weekly social recreation program Jaycees expanded, because of need, to a roller skating program at a local skating rink and bowling at a local lanes. Finding that these programs met needs and were beneficial, Jaycees turned to another source for additional activity for the children as they approached the Roanoke Fine Arts Center. Art classes were introduced and added another deminsion to the program. Some of the children's art work is of such fine caliber that it has been displayed and sold at the Annual Fine Arts Show. 26

Finalization of the project and acknowledgement of existing needs resulted in establishing a sheltered workshop for young adults. To show appreciation for all the work and concern, workshop participants established the Golden Bullets Club and initiated a project of their own -- making toys for boys at the Catholic orphanage in the city.

Jaycees, through an initial involvement with five retarded children gained support of church groups, civic clubs, community organizations, high schools and colleges. After proving the point, Jaycees turned the entire program and project over to the Recreation Department of Roanoke which now sponsors year-round recreation programs, for mentally retarded persons. Jaycees then under-took a fund raising project to obtain funds for a summer camp for retarded

children. Sale of one dollar jars of apple jelly throughout the state on Apple Jelly Sunday raised $84,000 in 1968, in 1969, $100,000 in 1970, $110,000 and approximately $150,000 in 1971.

* * *

Jaycees of Sioux Falls, South Dakota, conducted a campaign to raise $30,000 to build permanent camp facilities on a thirty acre tract fifteen miles north of Sioux Falls on the Big Sioux River. The campsite included seven 16x24-foot cabins, each housing up to eight children and four counselors, and a 40x100-foot central facility complete with dining room, kitchen, and storeroom facilities. The camp operates in the summer with special sessions for trainable and educable mentally retarded, deaf and hard-of-hearing, cerebral palsied, and orthopedically handicapped youngsters to have opportunities in the freedom of the out-of-doors. Facilities are also used for workshops, family camping, outdoor education projects, and similar activities for which they are appropriate. Development of the camp and plans for its varied uses reflect total community cooperation and effort in behalf of all impaired, disabled, and handicapped persons regardless of conditions or ages. 27

For more information write Special Education Supervisor, Sioux Falls, South Dakota School System, Sioux Falls, South Dakota, or Handicapped Program Specialist, Southeast Educational Service Center, 208 East 13th Street, Sioux Falls, South Dakota.

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Camp Confidence, a year-round program of camping and outdoor education for mentally retarded persons, emphasizes small unit camping and modified programs of outdoor education. The ratio of campers to counselors occupying any given campsite is usually three or four campers per counselor and never exceeds six campers and one counselor per site. Outdoor education programs provide firsthand information in a learn by doing process, as the Camp enlists everyone in the community to help meet its primary objectives in assisting each individual in his social adjustment and development, promoting feelings of self-worth, and developing self-confidence and pride through accomplishment. Directors and planners of the Camp petition everyone from Burlington Northern Railroad to Minnesota Teen Corp to Minnesota Green Thumb for assistance. Dick Endres, originator, founder, and director of Camp Confidence, gives some insights into the well-organized program to obtain financial assistance, problem support, and use of groups to get the job done.[1] 28

Often someone says, "If only we had a grant, we could start this new program." Federal support for new and innovative programs can mean moving ahead much faster in developing an overall project, but there can be a long wait between submitting a proposal for such funding and having it approved. What can you do in the interim, other than wait by the mail box? I would like to share with you a few of the approaches we have used in the initial development of Camp Confidence.

[1]Based on Scrounging at Camp Confidence: Where to look for financial assistance for your programs, Journal of Health, Physical Education, Recreation, June 1972.

Some people are better scroungers than others, but assistance is available if you really believe in your project. It is a matter of making the community aware of your needs. Local service, fraternal, and other organizations are often willing to help, but it is up to you to make the initial contact.

I have developed a set of colored slides showing year-round activities and development of Camp Confidence. I show this slide program around the community and state to interested individuals, groups, and organizations. An important phase of my job is not just to show people what we are doing, but also to explain why we are doing it.

Among groups which may help with your project are such service organizations as Rotary, Lions, Kiwanis, Exchange, and Jaycees. The American Legion and Veterans of Foreign Wars have programs built into their units to assist handicapped persons. Don't overlook the Military Order of the Cooties when dealing with the VFW. Fraternal organizations such as Eagles, Elks, and Moose may be sympathetic to your needs.

We have received much help for Camp Confidence from the Fraternal Order of Eagles. We felt that the Eagles motto, People Helping People, was a natural for our project. Three days of buttonholing people at the State Eagles Convention resulted in a resolution endorsing Camp Confidence and giving volunteer support of each of the 41 Aeries in the state. The national office of the Eagles provided a $1,000 award from its Jimmy Durante fund. The local Brainerd Eagle Aerie contributed picnic tables, a new chain saw, and a check for over $900 dollars.

If you are working with mentally retarded individuals, and groups, chapters of the Association for Retarded Children are willing to help.

You may wish to consider approaching the United Fund in your area. This will eliminate necessity of pounding on doors in your community for support. Affiliation with a United Fund program usually prohibits individual local community solicitation.

The Volunteer Council of Brainerd State Hospital has been generous toward our project. A major contribution was a good used tractor. The resident canteen at Brainerd State Hospital operated by the Volunteer Council, voted to raise merchandise five percent above cost with profit going to Camp Confidence. As Camp Confidence is primarily for residents of Brainerd State Hospital, the canteen fund is a way those who use the facility participated in its development and operation.

For initial development of Camp Confidence we sought support from all parents of Brainerd State Hospital residents. Their contributions permitted us to purchase needed camping equipment; membership fee is presently being considered.

Now that you have scrounged some materials, who is going to help you with labor?

You may have an Army Engineer reserve unit in your area that usually needs a place to practice one weekend each month. Why not invite them to practice at your project site? Such a unit, complete with heavy equipment, has helped us

with road construction, beach development, and shelter construction for three summers.

Members of Green Thumb Organizations are often skilled in many trades and can greatly assist you. Area vocational schools may need a practice area for such classes as landscaping and conservation -- ask them. The Teen Corps of America is another example of youth in action. They usually provide their own food, counselors, tents, and tools -- you furnish the work. You may want to approach local labor unions with the idea of their tradesmen conducting a building bee one weekend. Camp Confidence has received help from the skilled tradesmen of Brainerd State Hospital.

Use the media to keep your program before the public. Radio and television stations may be happy to have you tell about your project on a local talk show. Local newspapers can provide coverage for volunteer organizations assisting; consider writing a magazine article or two.

<u>If your project is not completely state or federally supported, you may want to keep it that way. You can gain a lot more community involvement and voluntary assistance if you operate with a nonprofit status</u>.

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St Jude Children's Research Hospital, (Memphis, Tennessee) is for children with catastrophic diseases and conditions such as cancer, leukemia, muscular dystrophy, and malnutrition. A nonsectarian, nonprofit institution, St. Jude patients come from all walks of life, all faiths, and all races. Admission is made on referral by a physician or appropriate health agency with no charges to patients for treatment, hospitalization or consultation. St. Jude conceptualized by Danny Thomas started with a pledge to St. Jude Thaddeus, patron saint of the hopeless, grew into a dream, then became reality. The hospital is not a place for the hopeless but for the very hopeful because of outstanding medical care available. 29

St. Jude is supported with funds from voluntary contributions raised annually by Aiding Leukemia Stricken American Children (ALSAC), an organization established by Danny Thomas expressly for funding the institution, through the devotion of nearly two million teenagers whose door-to-door marches have provided almost $15 million to support the hospital, and through assistance of the National Institute of Health. Years of fund-raising preceeded actual construction and dedication of the hospital in February 1962; primary support for continuation care comes from efforts of ALSAC Teenage March annually in cities across the United States.

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New direction for twelve men from the penitentiary of New Mexico came into existence when they formed <u>Concerned Convicts for Children Club</u> to help mentally retarded children in the state. Each weekend the men donate time to work at Santa Maria El Mirador, a private home for retarded boys located forty miles from the prison. In addition to providing companionship for the sixteen boys living at the home, the men help with building repairs, upkeep 30

of the grounds and harvesting crops from the home's small farm. Father Cyrillos Maria, director of El Mirador, believes "Companionship provided to the boys by the men is as valuable as the physical labor they do on the farm." The inmates recently held a variety show to raise funds for El Mirador and other community projects.

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At the end of World War II, a non-profit philanthropic organization dedicated to serving needs of our nations wounded was formed by 52 New York businessmen and was appropriately named 52 Association, Inc. Its slogan is the wounded shall never be forgotten and its aim, to give something back to those who have given so much for all, through moral, vocational, and recreation rehabilitation. 31

Purpose of 52 Association is to serve through programs designed to build and give the men self-confidence. This is accomplished through competitive sports adapted to meet each participant's physical abilities and disabilities. However, 52 doesn't stop with sports; it carries over into computer training courses and continually campaigns to persuade employers to give competent wounded a chance to prove they can handle a job.

On July 22, 1972, 52 Association opened its 41-acre estate in Ossining, New York, as a sports complex for the handicapped. The complex offers sporting and recreational activities for physically handicapped veterans over and above that which is currently available. The Center provides challenging year round opportunities since the new facility operates during summer, fall, winter and spring seasons. Sports, activities, and facilities introduced during the opening of the complex included a newly constructed concrete bicycle path which circles the lake; tandem bikes for blind participants; horse-back riding complete with special equipment for mounting and dismounting by amputees; newly acquired paddle boats for paraplegics and amputees; and newly paved wheelchair basketball and volley ball courts.

The 52 Recreation Center sports complex is on the former Samuel H. Kress estate. This 41-acre estate and five acre lake was acquired by the Association in 1959 as a gift, and was, at that time, immediately converted into a specially adapted recreation facility for our nation's wounded.

Some specially constructed features added immediately include wheelchair ramps leading to the lake to enable occupants to get in and out of the water totally unassisted, and low-built barbecue pits for use by wheelchair occupants. Many natural features on this estate include lovely rambling lawns and spacious picnic areas which serve to provide added enjoyment and relaxation in the sunny outdoors. To date the Center has provided hundreds of hours of pleasure, relaxation, and enjoyment to thousands of wounded veterans and their families.

For more information write Sylvia Fenmore, Director of Public Relations, 52 Association, 147 East 50th Street, New York, New York 10022.

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Northern Virginia Association for Retarded Children sponsored its first Benefi Basketball Game at George Mason University in March 1973. Coaches from Northe... Virginia High Schools formed North and South Teams. A wheelchair basketball game was played at half-time; a local Radio/TV sports personality announced the game and his station did a TV feature on the wheelchair group. As a special attraction a local newspaper's all-region cheerleading squad performed. Proceeds were used to supplement UGF funds for support of the two private schools, three sheltered workshops, four activity center locations, two group homes, Camp Tapawingo summer camp, and respite care for families. Small grants were provided for recreational, social, and physical fitness activities.

For additional information on program and arrangements contact Benefit Basketball, Northern Virginia Association for Retarded Children, 105 Annandale Road, Suite 203, Falls Church, Virginia 22046.

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"Strong legs run that crippled legs may walk." Every football fan should recognize this as the motto which epitomizes the philosophy of the Annual Shrine East-West Football Game, but few outside of Delaware and adjacent areas in Pennsylvania, Maryland, and New Jersey recognize "We play that they may learn," the slogan of the Delaware All-Star Football Game. 33

Since 1956, some Delaware high school athletes have been cutting short their summer vacations and activities, to endure the pains, aches, grunts, and groans common to preseason football practice. Culmination of their hard work has been participation in the state's All-Star High School Football Game, played for the benefit of Delaware's mentally retarded children.

Twelve All-Star games (1956-67) yielded total net proceeds of almost $434,000 to enrich programs for mentally retarded children in Delaware. All-Star funds have been used to set up and support the Opportunity Center, an outstanding workshop for the handicapped person in Wilmington, and subsequently to assist the Center staff in finding jobs in industry and business for individuals training there. A similar workshop in Dover, the Golden Opportunity Center, was initiated with a grant of All-Star funds.

Support has been given to training teachers, developing courses of study for retarded youngsters, organizing and operating day care centers, recreational programs, and summer camps for retarded children, establishing dental care for retarded children and to the National Association for Retarded Children for research on causes and prevention of mental retardation.

The football game itself is sponsored by the Delaware Foundation for Retarded Children, a nonprofit group organized for this purpose in 1956. Net proceeds from each game are allocated, after consultation with the Delaware Association for Retarded Children, to local and national projects for the benefit of retarded children and for the prevention of mental retardation. The Foundation handles the game through the All-Star Game Committee and its various subcommittees -- financial, ticket sales, publicity, stadium arrangements, and athletic program.

Approximately 30 people are directors of these committees with literally hundreds of volunteers backing them up. In addition, there are a paid game coordinator and secretary, a paid director of training camps for the teams, and coaches who are paid nominal sums.

It takes three enthusiastic volunteer teams to prepare for and conduct this very worthwhile effort -- the Gold and Blue football teams and the Civilian team. The Gold and Blue teams consist of 30 players each -- coaches, officials, trainers, managers, and all who supervise players during their training. The Civilian team consists of people from every part of Delaware, from every walk of life, and from many kinds of organizations. There are thousands of interested people who are striving to help mentally retarded children, youth, and adults in Delaware.

Need alone prompted founding of the All-Star Game. Prior to 1956, Delaware had no educational facilities for trainable mentally retarded children in the public school system. There was one chapter of the Delaware Association for Retarded Children; there were few facilities for job training, no day care centers, and a severe shortage of teachers qualified to handle the special needs of retarded youngsters. Money raised through the game is just a small part of the good that has been accomplished, by way of providing a stimulus for individuals and organizations to come forward in behalf of all retarded persons in the state.

One Governor of Delaware spoke glowingly of the contributions of the game, its participants, and its sponsors: "The money raised by this sporting event does a great deal of good for youngsters who would otherwise live without expectation of improvement. We are most fortunate that an event which attracts the genuine interest of thousands of sporting enthusiasts can also have so much meaning for those who would live in a dark world without it."

The All-Star game has focused more attention on and generated greater understanding of the problem of mental retardation than a normal fund-raising drive could ever hope to do. An enlightened public, providing enthusiastic support, is vital to the cause. Only through public understanding can the retarded population be assured the best possible opportunity to make use of their potential as useful and happy citizens.

For additional information about the Delaware Foundation and its All-Star Football Game write P.O. Box 894, Wilmington, Delaware 19899.

The Delaware All-Star Football Game is a model which can be equally successful in other states, regions, or local areas. However, in many states high school all-star competition of any kind is prohibited, no matter how worthy the cause. Needs of impaired, disabled, and handicapped persons in these states are also great, and there are ways high school athletics and athletes can contribute and share these finest hours. For example, plan preseason football or basketball jamborees, in which many teams participate -- four teams to a site with each team playing a half. Proceeds can be divided among a foundation to handle

funds to initiate and expand programs for handicapped persons, and/or the state high school athletic association to establish special insurance or scholarship funds, and/or participating schools themselves for specific purposes. This could be an educational, entertaining, and enjoyable evening -- officials discuss rules and rule changes, coaches outline offensive and defensive formations and strategies, players are introduced and talk about what sports means to them, specialists provide information about various handicapping conditions, and bands play. Everyone has a good time and all benefit. Possibilities and potential are unlimited!

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34 National Association for Retarded Children was selected as one of four charities American Express credit card members may designate to receive ten cents for every marketing questionnaire answered by members. Collecting marketing information and combining it with a charitable appeal may result in donations as high as $80,000 in 1973 according to American Express officials.

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35 Calvin Hill, star running back of the Dallas Cowboys is currently National Sports Chairman for the National Association for Retarded Children. Hill, also chairman of NARC's national Hike-Bike for the Retarded, rides his bicycle in the Dallas-Fort Worth area for this cause and urges other National Football League players to join in and ride in their respective areas. Hill conducts pep rallies at high schools to enlist youth participation, makes appearances on national and local radio and television stations to publicize the event, and sends letters to leading business firms soliciting pledges to back his ride. NARC provides back-up services by obtaining cooperation and participation of its member units, other organizations, youth, and friends throughout the nation. Hike-Bike combines two previous NARC fund-raising projects, Walk-a-thons and Bike-a-thons.

Also involved in Hike-Bike is Theta Tau chapter of Alpha Phi Omega, national service fraternity at University of Texas, Arlington. Hike-Bike for the Retarded has been adopted as its national service project and is to involve participation of fraternity members throughout the country. For additional information write National Association for Retarded Children, 2709 Avenue E. East, Arlington, Texas 70611.

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36 Keystone Training and Rehabilitation Residence Facility, located in the downtown area of Scranton, Pennsylvania, emphasizes integrating mentally retarded persons into community programs and activities. Residents are state supported children and adults placed in this private residential facility for special training.

Experience and experiments at Keystone indicate that most mildly and moderately mentally retarded individuals benefit from community-centered programs. Keystone

residents live in the center of things with little chance for isolation, segregation, or separation. Ideally located within the confines of downtown Scranton, Keystone is within walking distance of the YMCA, YWCA, City Hall, Chamber of Commerce, public health clinic, fire and police departments, medical arts and newspaper buildings, American Legion Office, High School, movie theaters, restaurants, department stores, Catholic Youth and Jewish Community Centers, Boy's Club, hospital, post office, churches, synagogues, parks zoo, indoor and outdoor swimming pools, bowling centers, hamburger and pizza stands.

The Keystone program includes preschool to on-the-job community work training: Living situations are active and highly family centered; most classes and activity groups are kept small. Small group training encompass special education classes, occupational workshop programs, prevocational training, physical education, and recreational activities. Outside the residence the program involves community YMCA, YWCA, Boy's Club, Boy Scouts, Girl Scouts, movies, football games, high school plays, and related recreational activities.

The entire program is action-oriented with a ban on idleness. Behavior problems are few and minor; a feeling of belonging to life is fostered and the community educated to accepting the less endowed. Retarded participants become less shy in social and recreational contacts, more confident and familiar with life in a competitive society. Residents meet real life problems they must learn to face in the community. These problems are dealt with during frequent individual counseling sessions and in weekly group sessions.

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37 The American Contract Bridge League (ACBL) has again named United Cerebral Palsy Association (UCPA) as its charity of the year for 1973. In November 1972, over $30,000 was raised from a Continent-Wide tournament; this brought the year-end total for UCPA to $103,184. Over 23,000 players in hundreds of locations throughout the United States contributed entry fees to UCPA during the November matches; similar competition benefitting UCPA was scheduled in local ACBL clubs and charity bridge tournaments during the year. The 1973 bridge funds are to be divided between local UCPA affiliates and national research programs.

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38 A New Jersey lumber company adopted a unique approach to National Brotherhood Week by giving ten percent of each sale during that week to a designated charity; Cerebral Palsy League of Union County was 1972 recipient.

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39 United Cerebral Palsy Association (UCPA) received a $3,700 grant from Educational Facilities Laboratories in New York to help complete a film on several new and unusual environmental designs for programs involving handicapped infants. This project spearheaded by UCPA Professional Service Pro-

gram Department, focuses on infant care centers participating in the UCPA Collaborative Infant Project, and includes one project called Fun House.

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United Cerebral Palsy Association in Nassau County, New York, netted $23,000 from sale of 100,000 flowers during Carnation Weekend. Students from school Key Clubs and Interact recruited other students and the Women's Auxiliary Committee, obtained additional volunteer assistance. Maps charted the route for each of the 3,000 volunteers who sold flowers door-to-door and at shopping centers throughout the county. The Carnation sale theme extended to a party in honor of those who worked so hard to make the weekend successful. 40

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Kansas Jaycees sponsor a Peanut Butter Sunday Drive to support summer programs at Kansas Jaycees Cerebral Palsy Ranch near Augusta, Kansas. The 151-acre ranch complete with 28 acre lake for fishing and boating, has an enclosed swimming pool and two 4,000 square foot cabins to accommodate 40 campers. The Kansas Jaycees Cerebral Palsy Foundation finances the camp and plans to make the facility into a year around center to permit parents of handicapped children and adults to take short vacations. 41

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Saginaw Michigan County Association for Retarded Children in its second annual Love-a-Fair; grossed approximately $7,800 this represents an increase of some $3,000 over 1972. Love-a-Fair is a one day fund raising event featuring home-baked specialties, a luncheon and dessert menu, and thousands of hand-crafted sale items from year-long efforts of groups, clubs and individuals in behalf of the Association. Newspapers, television and radio stations cooperate and participate by spreading news of the event to create enthusiasm for participation and attendance by people in the community.

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The National Varsity Club is designed to assist school varsity, junior varsity, and intramural programs. All materials ordered through the National Varsity Club, including films, planning guide, booklets, posters, and awards, are sent to participating schools absolutely free. Apply for membership and obtain additional information and materials from National Varsity Club, P.O. Box 296, Rumson, New Jersey 07760. 43

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A Walk for Walks sponsored by Camp Confidence, Brainerd, Minnesota, raised funds to purchase materials for 1500 feet of sidewalks to enable wheelchair campers to get around the site. Construction of walks is to be done by members of Minnesota Teen Corps; persons involved in the Walk for Walks were mostly employees of Brainerd State Hospital. Sponsors pledged contributions for each mile employees 44

walked of the 15 mile trek from the hospital to Camp Confidence. Lunch and refreshments were served at the completion of the walk and several check points rest stops dotted the route.

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The American Cancer Fund sponsored a benefit golf clinic and exhibition with such pros as Chi Chi Rodriguez, Lee Trevino, Deane Beman, and Carol Mann, providing golf tips. 45

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The Second Annual Willie Shoemaker Celebrity Golf Tournament at Palm Springs (California) Canyon Country Club, benefitted the Marianne Frostig Center of Education Therapy in Los Angeles. More than 300 guest participated in tournament activities which included a celebrity dinner show, ladies' fashion luncheon, and an auction of a rich array of prizes. Proceeds went to the Frostig Center Scholarship Fund. 46

* * *

Sarasota (Florida) Council on Epilepsy sponsored a bike-a-thon to raise money to support the chapter's Convulsive Disorder Clinic and to finance epilepsy research. Despite rainy weather, over $4,000 was raised from 124 riders over a 44 mile round trip course. Local facilities and organizations donated nearly everything to make the ride a success including food, drinks, trucks, entertainment, and portable toilets. Cyclists, carrying pennants imprinted with the Candle of Understanding, began the trek at a local high school and biked to a state park 22 miles away. Refreshments and entertainment were provided after which bikers returned to the school. Check points, complete with water and food trucks, dotted the course every two miles; pooper trucks followed cyclists to pick up any drop-outs. Five dollar prizes were given youngest and oldest participants, and a trip to Disney World awarded the first place winner, a young lady whose sponsor donated more than $200. 47

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Appraisers Association of America (AAA) for two years in succession has offered services at the National Antique Show in Madison Square Garden (New York City) for the benefit of the National Association for Retarded Children. In past years, AAA has raised more than $26,000 for various national charities through its appraisal services at the Madison Square Garden Show. Over 75 experts in almost every field of antiques staff the AAA booth and provide visitors an opportunity to have antiques appraised for a nominal fee which is donated to NARC. 48

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Contra Costa-Alameda (California) Epilepsy League raises funds for program activities by selling imported holiday calendars. 49

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There are no barriers to picnic fun in Eugene, Oregon! A picnic ground designed for persons with various handicapping conditions looks like a picnic ground for anyone; it is complete with a trail for blind persons with braille interpretive signs and nylon rope guideline. Broken Bowl is accessible to persons in wheelchairs, in braces, on crutches, and by the elderly or those who are blind. Although design barriers that prevent impaired, disabled, and handicapped persons from using most regular picnic areas have been eliminated at Broken Bowl, it is not exclusively for special population everyone is welcome.

Main construction of the picnic area was carried out under a $72,000 dollar contract with funds received from a local timber sales company with land holdings managed by the Forest Service for the Bureau of Land Management in the range district boundaries. Eugene's Downtown Lions Club provided funds and helped build two one-half-mile loop trails equipped with nylon guide ropes and braille interpretive nature signs. The Lions Club obtained funds when a long-time club member passed away and bequeated money to the club for a project for the blind. Another Lions Club contributed gravel and did all the grading and construction work for the parking lot at the trail-head.

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Walk-for-Mankind provides an opportunity to save lives through Project Concern. By walking, money earned for Project Concern is converted into medical, dental, and educational services. Walk-for-Mankind Committees, plan walk routes anywhere from 20 to 30 miles -- and publicize their plans. Before walk day, contacts are made with businesses, organizations, churches, schools, service clubs, and individuals to participate and contribute. Everyone in a community is encouraged to help in some way -- walk, man check-points, bring refreshments, or provide entertainment.

Prior to the walk, each walker solicits as many sponsors as possible -- friends, family, businesses -- who agree to pay Project Concern a certain amount of money for each mile walked. A walker whose total pledges are $5 per mile, for instance, earns $100 if he completes a 20 mile course. Within two weeks after the walk, money due from each participant's sponsors is collected and sent to the Walk Committee's Treasurer or bank. Funds raised by the walk are sent to Project Concern Headquarters, 3802 Houston Street, San Diego, California 92110, and from there distributed to various areas for specific purposes, services, or activities. Through Local Proceed Sharing a percentage of a Walk's proceeds are shared with an appropriate non-profit, self-help organization in the local community for which financial assistance is desired and needed.

Project Concern headquarters assist with walk plans by sending necessary walk and press kits, posters, and manuals, as well as putting individuals in touch with local Project Concern Regional Directors, Coordinators, or Committee Chairmen. Through this national network of experienced volunteers and staff, first hand information can be obtained about mechanics of staging a walk.

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52 Burnley Workshop Facility (Kellersville, Pennsylvania) is dedicated to rehabilitating and helping impaired, disabled, and handicapped persons become productive and contributing members of society. Burnley Center got its start in 1953 when a group of concerned parents assembled to discuss possibilities of starting a program to insure the future of their children. In 1957, this parent's group became the Monroe County Chapter of the Pennsylvania Association for Retarded Children. In 1962 Jaycees became involved in the project and on June 5, 1964, Burnley Workshop opened its doors to the first of its many clients. In April 1973 Burnley Workshop opened a new facility supported by federal/state funds matched by local contributions. Major fund raising activity has been an Annual April Shower Ball at one of the resort hotels in the Poconos. The host motel donates an entire evening of cocktails, dinner party, dancing and stage show, so that revenue from ticket sales - $35.00 per couple -- can go to support the Burnley Workshop Facility.

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53 Isaac W. Bernheim Foundation (Louisville, Kentucky), a receiving rather than a giving foundation, obtains financial assistance from many different private sources -- benefactors, contributions, sustaining and supporting Friends of Bernheim Forest, families, individuals, and students. An estimated $30,000 is required annually to finance services offered by Bernheim Forest and to maintain its natural beauty.

The Forest, located in Clermont, Kentucky, is primarily concerned with preserving and improving recreational facilities and open space, and enhancing the area's ecology. A Nature and Arboretum Center and the Forest as an outdoor education classroom are major facilities for services. Forest staff provides assistance to junior and senior high school botany, biology, and ecology classes; university classes utilize the Forest for laboratory experiences. Special programs and activities are provided for disadvantaged and handicapped children.

Numerous workshops and seminars dealing with horticulture, landscaping, gardening, forest fire control, environmental and ecological factors are available. Courses in park management and maintenance, recreation in a forest environment, conservation, and forest protection are also offered. In addition, tours and slide loan services are provided. For additional information about services contact Isaac W. Bernheim Foundation, 517 Starks Building, Louisville, Kentucky 40202.

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54 New Hope Foundation of America is a new concept in providing broad and complete services for residential care, habilitation, and rehabilitation of severely physically and/or mentally handicapped children and adults. In reality this is a multi-disciplinary campus providing services through free enterprise rather

than government subsidized institutional approaches. The New Hope solution to the national problem of depending on federal and state tax dollars demonstrates ability of a private sector to provide solutions beneficial to all concerned.

The Foundation guarantees lifetime care of a handicapped individual upon retirement, disability, or death of parents or guardians. This is made possible by the members' participation in an insured equity program through which an endowment fund is established and maintained. This fund assures care of the handicapped beneficiary in a New Hope Handi-Campus facility when his parents or guardians can no longer supply it. Each local Handi-Campus is owned and operated by a chartered affiliate.

Handi-Campuses provide immediate residential voluntary placement on a fee-for-care basis. Short-term crisis care placement, day care, vocational training, and other services are provided as need develops. Concept and action behind this development have been financially supported by substantial grants from non-operating charitable foundations such as Lilly Endowment, Kresge Foundation, Indianapolis Foundation, and from anonymous donors, individual and corporate gifts, supporting memberships, plus a community that cares. For additional information write New Hope Foundation of America, Inc., Suite 630, 6100 North Keystone Avenue, Indianapolis, Indiana 46220.

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Local Parent Teachers Associations (PTA's) can be counted on for program support of all types. Many local PTA's develop and carry out fund raising campaigns to meet special needs in their respective schools and/or school districts.

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College/University fraternity and sorority chapters and high school service clubs participate in a variety of special projects to assist in fund raising and to support programs. Local college/university and high school affiliates select worthwhile and needed community projects to involve themselves; these are often above and beyond designated national commitments. Most fraternities, sororities, and service groups are amenable to offering assistance, including manpower and fund-raising support, to programs for impaired, disabled, and handicapped persons.

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Commercial fund raising companies offer a wide variety of opportunities to assist in raising money for specific programs and activities. Items such as magazines, greeting cards, candy, novelties, and notions are sold with the sponsoring group sharing in the profits with the commercial enterprise.

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Louisville (Kentucky) television channel WHAS sponsors an Annual Children's Crusade to which groups can submit grant proposals for support of special projects and activities. The Kentucky Mobile Unit in Physical Education and Recreation for the Mentally Retarded received funds from the Children's Crusade for specific aspects of its operation. The Mobile Unit was sponsored by the Kentucky Association for Retarded Children and primarily supported by a grant from the Bureau of Education for the Handicapped, Department of Health, Education, and Welfare. 58

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